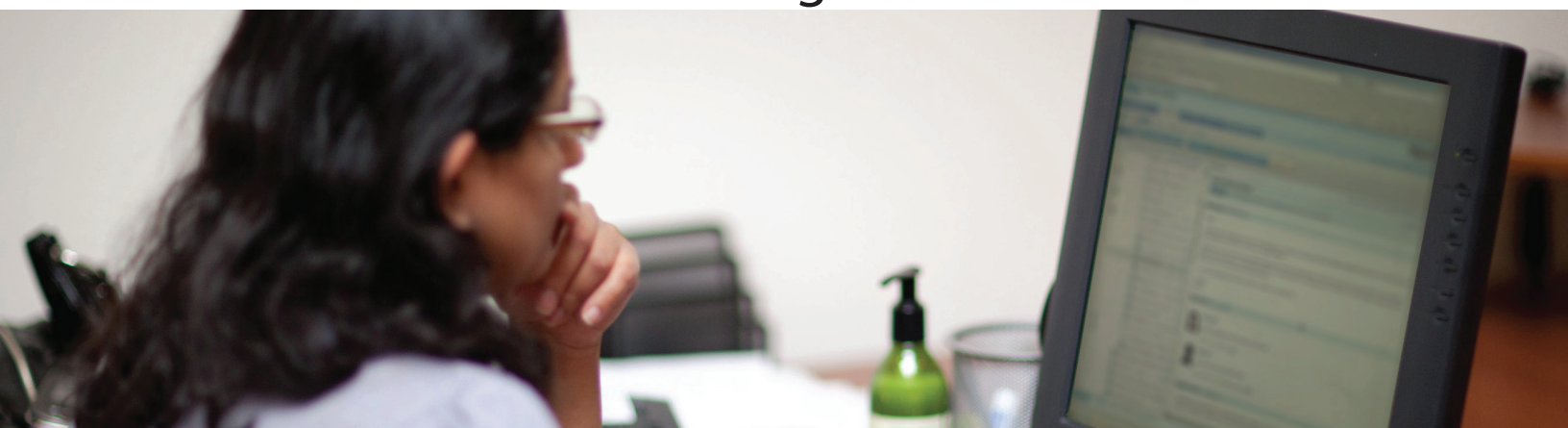


Mass Customizing PDF SmartForms



Avoka SmartForm Composer cuts PDF SmartForm development time and cost by 86%



COMPANY

Overland Solutions Inc.

INDUSTRY

Insurance

CHALLENGES

- *Creating hundreds of PDF SmartForms*
- *Customizing thousands of derivative PDF SmartForms*

SOLUTION

- *Adobe PDF SmartForms*
- *Avoka SmartForm Composer*

RESULTS

- *Reduced development time and costs by 86%*
- *Reduced time from 2,160 to 303 developer days*
- *Reduced development costs from \$810K to \$113.7K*

OVERVIEW

Overland Solutions, Inc. (OSI) is a leader in business outsourcing services for the insurance industry. Insurance companies engage OSI to gather the information they need to determine what risks to accept, and what to charge for the insurance provided. That process, called underwriting is the fundamental determining factor of the success or failure of an insurance company.

OSI saw an opportunity to enhance their leadership position by exploiting Adobe LiveCycle ES®, Adobe AIR® and Adobe PDF SmartForms to significantly increase the quality and consistency of the information they collected or their clients. PDF SmartForms use advanced features such as dynamic content, data validation, data lookups, in-form calculations, tool-tips, secure electronic submission, embedded business logic, and easy access to assistance to eliminate data entry errors, discover inconsistencies and make recommendations.

CHALLENGE

To succeed OSI needed to address several critical challenges:

- **SmartForms Composition and Customization:** OSI offers its audit and inspection services as both standard and custom offerings. The custom services allow clients to collect the exact information they need to assess underwriting risks. This meant the 80 standard services SmartForms would have to be customized for each client that purchased a customized service. OSI estimated they would need to create 3,000 custom SmartForms. Using the traditional SmartForm development process the OSI internal development team were averaging about 12 hours to develop each SmartForm. At this rate it would take 160 developer days to develop the 80 standard service SmartForms and 2,000¹ developer days to customize 3K additional SmartForms. At this rate SmartForm development and customization would consume 2,160 developer-days with a total cost of just over \$810K. These cost and time estimates were unacceptable.
- **Consistency and reuse:** It was critical that OSI be able to apply rigor and structure to the way in which form data was represented. They needed consistency between forms so that an element defined on multiple forms will always have the same definition, label, tooltip, list of drop-down values, etc. For example, ensuring that the distance to fire hydrant was always in feet, not meters. To reduce the time and costs of customization they needed to a high degree of component reuse during SmartForms customization. They needed component properties that can be searched on for reuse.

¹ Assuming it takes 60% less time to customize, rather than develop, a SmartForm

ADOBE PRODUCTS

- Adobe LiveCycle® ES2
- LiveCycle Data Services
- LiveCycle Forms
- LiveCycle PDF Generator
- LiveCycle Process Management
- LiveCycle Reader® Extensions
- LiveCycle Output
- Adobe Flex
- Adobe Air®
- Adobe PDF

AVOKA PRODUCTS

- Avoka SmartForm Composer
- Avoka FormCenter

ABOUT AVOKA

Avoka Technologies is an Adobe Gold Solution Partner with offices in Australia, North America, and Europe.

Avoka possess an unrivaled depth of expertise in developing Adobe LiveCycle ES2, Flex, Adobe AIR® and Adobe Connect™ solutions for clients in financial services, telecom, life sciences, government, education, healthcare, manufacturing and other industries.

Avoka has encapsulated hundreds of man-years of experience developing LiveCycle ES solutions into its Form Factory product offering. Form Factory is comprised of both Avoka FormCenter and Avoka SmartForm Composer.

LEARN MORE AT

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Or

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SOLUTION

Avoka SmartForm Composer is an intuitive SmartForms creation tool that accelerates form creation, reduces development costs/risks, and empowers business users to create their own SmartForms. It simplifies SmartForm development by encapsulating common form patterns, behaviors, business logic, intelligence, and layout styles into templates, style sheets, components and wizards. You simply select one of our pre-defined Smart Templates, and you'll end up with a highly interactive and intelligent SmartForm that looks great, no matter what your design skills. It also provides a Data Dictionary to apply rigor and structure to how form data is collected and represented and ensure the consistency of data across forms. It provides a powerful tag-based categorization and search capability as well as a common vocabulary for describing organizational data.

Avoka SmartForm Composer benefits:

- For IT
 - Create SmartForms in less time and at less cost
 - Can focus on business needs rather than technical details
- For Business
 - Enable business users to create SmartForms
 - Eliminate the need for expensive developer resources
- For Everyone
 - Create sophisticated SmartForms that include tables and repeating data, validation rules, calculations, hide-show logic, professionally designed style sheets, sophisticated error handling, and more, without having to write code

RESULTS

The results OSI achieved by shifting development to SmartForm Composer were dramatic:

1. SmartForm development time reduced (66%) from 12 hours/form to 4 hours/form
2. SmartForm customization time reduced (88%) from 4 hours/form to .5 hours/form
3. Total development time reduced from 2,160 to 303 days
4. Total cost savings of \$696K
5. Ensured data consistency across forms and a high degree of component reuse

Contact us to see what SmartForm Composer can do for your PDF SmartForm creation process.

LEARN MORE

OSI understood that increasing the productivity of their mobile workers would give them a competitive advantage. Exploiting the power of mobile computing requires that the work processes involved be re-imagined combined with the selection of right software platform to fully support that new process. To learn how OSI exploited the power of mobile computing with Adobe LiveCycle ES, Adobe Flex and Adobe AIR read the OSI case study entitled "**Game Changer - Empowering a Mobile Workforce**"

86%

Total cost and time savings

1,857

Total developer days eliminated

\$696K

Total cost savings to the project